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(54) Title: LOW VISCOSITY, HOT-MELT STABLE ADHESIVE COMPOSITIONS

(57) Abstract: Low viscosity, hot-melt stable adhesive composition, comprising: a) at least one block copolymer, comprising at least two terminal poly(vinyl aromatic) blocks and at least one central block of randomly copolymerised isoprene/butadiene mixtures in an isoprene/butadiene weight ratio of from 45/55 to 55/45, having a poly(vinyl aromatic) content in the range of from 17 to 20 %, a total apparent molecular weight in the range of from 180,000 to 190,000, a content of 1,2-vinyl bonds and/or 3,4 vinyl bonds, each in a proportion of at most 15 wt% in the conjugated diene blocks, and a coupling efficiency in the range of from 63-87 %, occurring in a weight proportion of from 40 to 45 wt%, relative to the weight of the complete composition; b) an aliphatic/aromatic hydrocarbon tackifying resin, containing less than 16 % by weight of aromatic structure as determined by H-NMR, a differential scanning calorimetry (DSC) glass transition temperature (Tg) between 30 and 55°C, and a Ring and Ball softening point between 85 and 95°C, and occurring in a weight proportion of from 45 to 55 wt%, relative to the weight of the complete composition; c) a plasticizer, in a weight proportion of from 5 to 15 wt%, relative to the weight of the complete composition, and adhesive tapes and labels, comprising said composition.